

Edexcel GCSE in Business – Unit 2 Controlled Assessment Record Sheet

90%

Qualification title	Tick (✓) chosen qualification title
GCSE in Business Studies (2BS01)	✓
GCSE in Business Communications (2BC01)	
GCSE in Business Studies and Economics (2BE01)	
GCSE (Short Course) in Business Studies (3BS01)	

	Examination year: 2013
Centre name:	Centre number:
Candidate name	Candidate number:

One task is to be chosen.

Controlled assessment - Unit 2: Investigating Small Business				
Task: How useful is Market Mapping in helping the business you have chosen identify the key features of its market				
Research	Present information/data	Analysis	Evaluation	TOTAL:
11 /12	8 /8	10 /12	7 /8	36 /40

Declaration of Authentication: I declare that the work submitted for the assessment has been carried out without assistance other than that which is acceptable under the scheme of assessment (unless indicated on the back of this mark record sheet).

Signed (teacher):	Date: 24/1/13
Name of teacher:	
Signed (candidate):	Date: 24/1/13

Please attach this sheet to the student's work before submitting it to the moderator.

Every year, a few Controlled Assessment tasks are used for teaching and learning support activities. Any information which may identify a school, teacher or candidate is removed from the work before use.

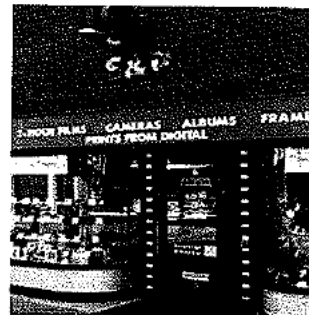
If you do not wish your work to be used for these activities, please tick here ☐

How useful is market mapping in helping the business you have chosen to identify the key features of its market?

UoR

PD1

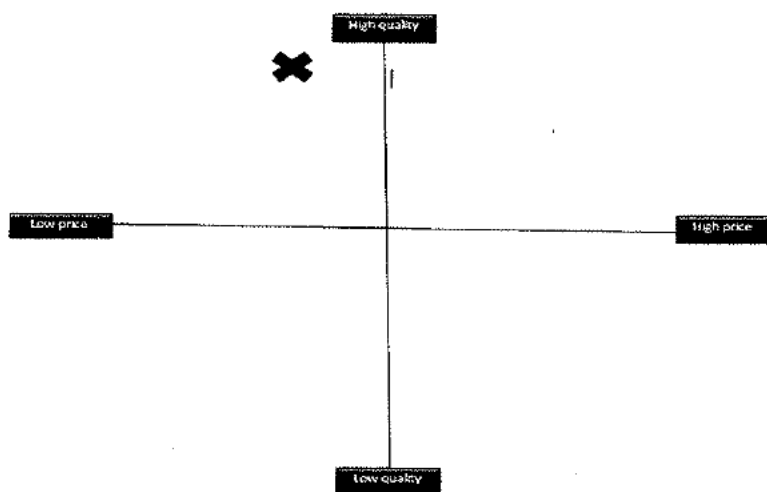
S and P Photos is a photographic business that sells ranges of cameras, produces passport photos for customers and performs photo restoration. The business is owned by Roger Murphy who took over 13 years ago, he has two shops; one in Camberley and one in Leatherhead. Their success is primarily based upon high quality service and product knowledge that you would not find in bigger businesses.



The business has many competitors in its market (mainly from internet retailers). Its main rivalry in the Camberley shop is from Jessops Photographic. S and P Photos has enjoyed success over the years, mainly due to the brilliant staff and superior product knowledge to its rival's mean that customers choose to shop at S and P Photos rather than other retailers, to get one to one talks on the best products to choose.



Market map Business owner



A market map is a feature many businesses use to get an idea of where they sit in their market; it can help identify gaps in the market, help the business see how they fare when compared to rivals and can help them decide how to price products to stay competitive with the local competition. This map to the left is based on individually the business owner placed themselves on the scales.

UoR

On the 30/09/2012 I conducted an interview with the owner of S and P

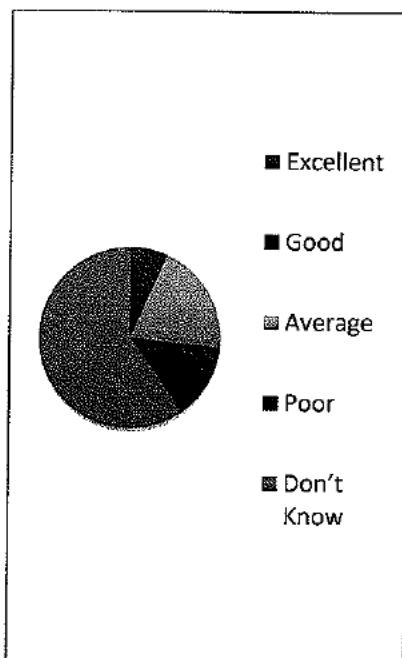
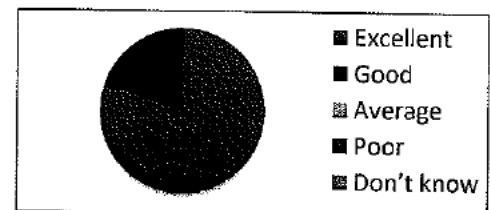
Photos to find out how he rated the Quality of his business, how good he thought his pricing was, and finally if he knew who his competitors were and how he rated their quality and pricing. He told me that he thought his business had a highly superior quality of service to its main local competitor Jessops; however he thought he lost the edge on pricing because S and P Photos is a smaller more local business he could not afford to keep pricing as competitive as he would like. He knew that his main competitor in the Camberley shopping area was Jessops, but however the main concern he has is that he cannot compete with well know internet retailers. On the other hand he said that he relies on his staff which he described as "some of the most knowledgeable salesmen around" to provide quality over pricing. The owner concluded that he finds market maps a useful feature to help him

Co

identify gaps in the market, which is how he identified the gap in the market for a high quality camera salesman. They also help him decide how to compete in the local area to stay one step ahead of the competition.

Market maps have many advantages; they are useful to help businesses judge where they stand in comparison with their competitors, they can see how their quality of service compares to the price, they can help them target gaps in the market and can be filled out by customers so the business owner can get opinions on their quality of service and pricing. However they do have some limitations, mainly from market maps based on customer evaluation. Not all customers will know the business well enough to give useful enough feedback, only customers who have shopped at rivals will have accurate impressions on where your business sits in the market.

Customers at S and P photos were asked to fill out a short questionnaire mainly based on how they rated the quality and pricing of the business, compared to S and P Photos main rival Jessops. This graph shows how customers rated the quality of service at S and P Photos.



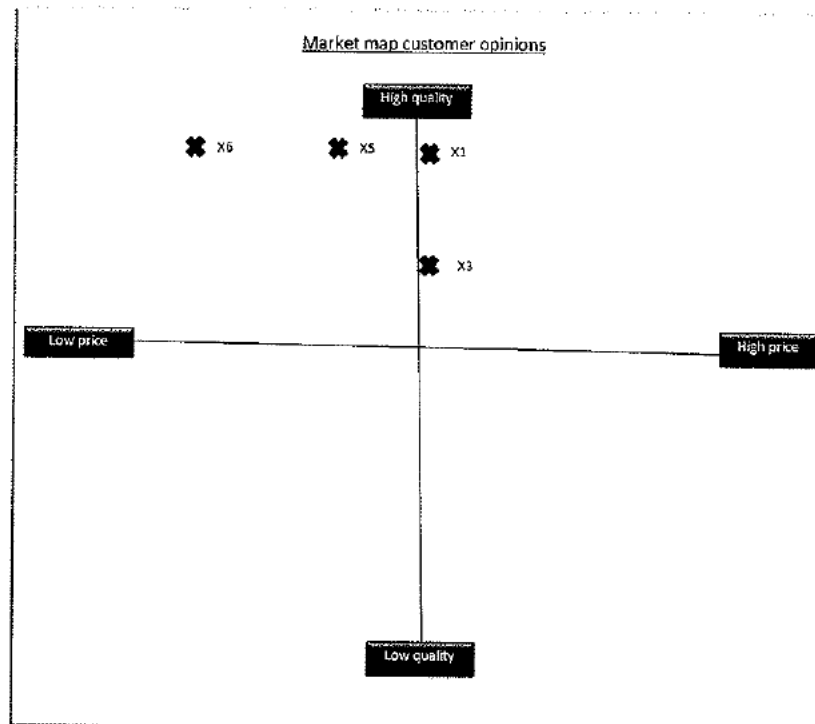
Customers were then asked how they rated the quality of service at Jessops; this graph is based on their feedback. Customers who said don't know, had never shopped at Jessops.

The contrast in terms of quality on the graphs can be seen. S and P Photos use of market maps has clearly helped it identify a key gap in the market for a higher quality camera salesman. The results of these questions indicate that S and P Photos are hitting its target market of people trying to find quality advice and service on products. I believe the businesses use of market maps has helped it achieve this. As the business clearly has the edge in loyal repeat purchase customers, unlike Jessops who most customers asked had never shopped at.

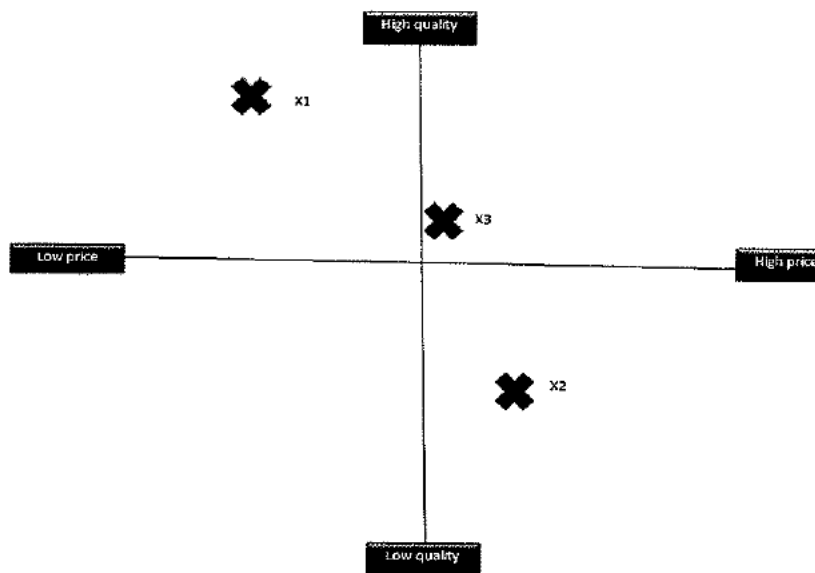
PDI
2

These Market maps are based on customer feedback on where they think that S and P Photos sit in comparison with Jessops.

This market map has many similarities to the one filled out by the business owner. The majority of customers agree with the business owner's prediction on where they sit in the market. Both the owner and the customers seem to agree that the quality of service S and P Photos provides is excellent. However the company's pricing makes it lose some competitive edge.

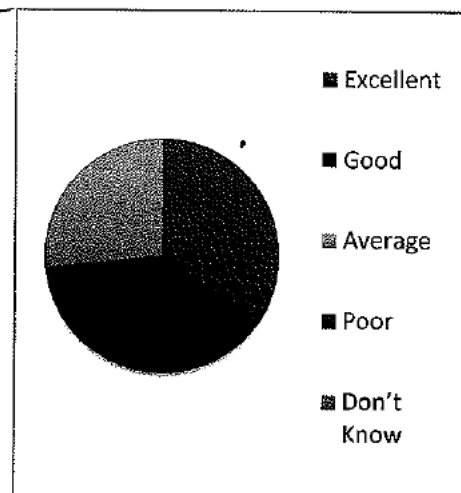


Market map Jessops (9/15 people asked had never shopped at Jessops)



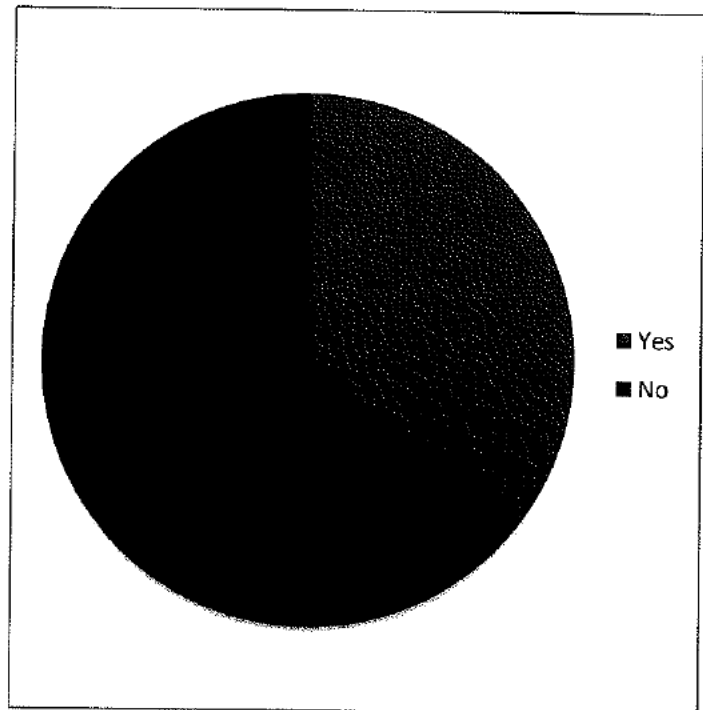
From the people who had shopped at Jessops who are S and P Photos main rival. The contrast in the graphs is clear. There were a range of results given but the main theme running through them is that Jessops does not have the same quality of service as S and P Photos.

The results of this graph relate to the businesses owner's market map on how good he thought the pricing was at S and P Photos; they both suggest that S and P Photos pricing could be improved, the businesses use of market maps has helped it here to identify how to price its market. The business is not quite pricing its products correctly according to



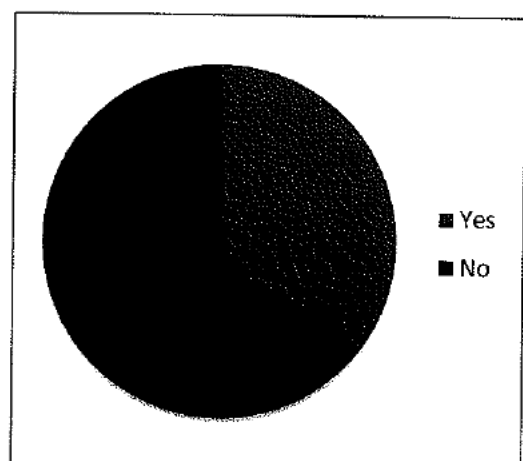
3 the customer market maps, again this shows that analysing customer market maps can help S and P Photos fare better in the market against its rivals. This graph agrees with the business owner's market map, they both seem to agree that the pricing at S and P Photos is fairly high however the customers who said the pricing was excellent are clearly happy to pay high prices for excellent quality.

Customers were asked if they had ever shopped at Jessops in Camberley. This graph tells me that over half of the customers who filled out the questionnaire had never shopped at Jessops. Based on my other graph asking how customers rated the quality of service at Jessops over half of the ones who had rated the quality of service as average or poor. This links back to the market maps of both the customers and the manager suggesting that S and P Photos have better quality than Jessops. I now know that Jessops is not as well known in the Camberley shopping centre as S and P Photos.



5 The reputation of the business I think has been helped by its accurate use of market maps to win over customers with quality over pricing, the customers seem happy to pay for this quality of service because this graph suggests that S and P Photos is generally more well known than its main rival in the local area. The business needs market maps filled out by customers to find out if S and P Photos are still outmatching Jessops in their target market; which at the moment they are.

5 This graph represents, for how many customers this first time was shopping at S and P Photos. For over half the customers this was not their first time shopping at S and P Photos. This graph suggests that it is most likely that for the people who were shopping who had not shopped at S and P Photos before had been shopping at Jessops instead.



However in the comments given by these people, they suggest that they were not satisfied by the quality of service at Jessops and so they came to S and P Photos because they had heard of its good reputation. This graph is useful because of S and P Photos technique of market research by using market maps has allowed them to win over many of Jessops customers with its quality of service, once again proving that their use of market maps has helped them to gain an advantage over their main rivals without having to price their products as well as them.

In conclusion, I have found that S and P Photos find Market Maps a great tool to use to identify who their main competitors are with regards to quality and pricing, the owner can research this to find out who his main competition is. S and P Photos use this data to evaluate how effective their service is and how they should change their prices to stay competitive.

To answer the question, yes. I think market maps are a very good tool to use because they give the owner a realistic view on how they sit in the market, market maps I think are most useful when filled out by customers, I know this because based on the results from S and P Photos customer evaluation on S and P Photos and its rivals, from the results I can conclude that S and P Photos is hitting its target market and customers seem more satisfied after they shop at S and P Photos then at Jessops its main rival.

I can recommend to S and P Photos that they continue to use market maps on a regular basis (perhaps once to twice a year) to help them stay ahead of Jessops and other rivals. They should continue to ask customers on what their opinion on where S and P Photos sit on a market map because this gives an accurate representation on the current market and which retailer is doing the best.

Market maps are useful because you can use them to compare yourself to any competitor, it doesn't just have to be a local rival, also they can help you identify a gap in the market and even help you decide on the best course of action should you want to start a business I know this because the business I was researching have used market maps and other market research tools to provide a service that nobody in the local area can replicate and this wins customer satisfaction and loyalty away from big companies that cannot do this.

2

Bibliography

These were some of the website I used to help plan and formulate my essay. These helped me see how S and P Photos market was doing.

S&PPhotos.co.uk

BBC

College

Amazon (getting information from S and P Photos competitors on the internet)

Play.com

Jessops.co.uk

Google maps

Bing images

These are the tools I used to construct my essay.

Research log

Market maps and Business pictures

Questionnaire for customers

Questionnaire for the business owner

Customer questionnaire analysis

Appendix 1

Questionnaire

Questionnaire By

1. Is this your first time shopping at S and P photos? (Please tick)

Yes ☐

No ☐

If so why?

2. What do you think of the quality of the service at S and P photos? (Please tick)

Excellent ☐

Good ☐

Average ☐

Poor ☐

Don't know ☐

3. Have you ever used another local camera shop over S and P photos?

Yes ☐

No ☐

If so why?

4. How good would you say the pricing is at S and P Photos?

- Excellent ☐
- Good ☐
- Average ☐
- Poor ☐
- Don't know ☐

5. Have you ever shopped at Jessops in Camberley?

Yes ☐

No ☐

If so how would you rate their service?

- Excellent ☐
- Good ☐
- Average ☐
- Poor ☐
- Don't Know ☐

If not why?

--

Appendix 2

Business owner questionnaire

1. How would you rate the quality of your business?

Excellent

Good

Average

Poor

Don't Know

2. How good would you say your pricing is?

Excellent

Good

Average

Poor

Don't know

3. Do you know who your competitors are in the local area?

Yes

No

4. Who would you say is your main competitor?

Jessops

Appendix 3

Questionnaire analysis

Is this your first time shopping at S and P Photos?

Yes	3
No	12

What do you think of the quality of service at S and P?

Excellent	12
Good	3
Average	0
Poor	0
Don't know	0

Have you ever used another local Camera shop over S and P?

Yes	7
No	8

How good would you say the pricing is at S and P?

Excellent	6
Good	5
Average	4
Poor	0
Don't Know	0

Have you ever shopped at Jessops in Camberley?

Yes	6
No	9

If so how would you rate their service?

Excellent	1
Good	0
Average	3
Poor	2
Don't Know	9

Appendix 4

Research log

GCSE Business Studies - Unit 5BS02

Controlled Assessment Research Log

Date	Time [started]	Time [finished]	What you did [be specific]	What you need to do next
22/09/2012	10:30	11:00	Constructed questionnaire, questions to be asked to customers about S and P Photos and its market competitors.	Business owner questionnaire
24/09/2012	9:30	10:00	Business owner questionnaire, asking the owner of S and P Photos about the quality of his business	Market map definition
25/09/2012	10:50	11:50	Market map definition and where S and P Photos place themselves on this map and where their competitors sit.	Questionnaire analysis
29/09/2012	1:50	2:50	Questionnaire analysis, WILL CREATE GRAPHS WHEN RESULTS ARE IN.	Interview with business owner
30/09/2012	At home 7:30	At home 8:30	Interview with business owner, found out where they place themselves ON A MARKET MAP, WILL SEE HOW THIS CONTRASTS WITH THE CUSTOMER OPINIONS WHEN QUESTIONNAIRES ARE COMPLETED.	Gather information
09/10/2012	10:30	11:30	Gather information from the S and P photos website, pictures and market details	Review questionnaires filled out by customers

This form must be handwritten and the completed form submitted with the final task write-up

[illegible]